

K-LOVE is an important radio station for this town because with the long winters, we can use an inspirational pick up. It is the only true Christian station that plays music and has inspiring messages that are fun and easy to listen to. When the weather is harsh and people can't make it to Church, it is a great alternative; esp. for senior citizens. People of all ages enjoy listening to its format and my children will switch from other stations to K-LOVE because they are sick of the smut and bleeping out that the other stations feel they need to do to keep listeners entertained. They don't preach on this station, just offer guidance and support. They offer people a chance to talk to a Pastor by calling an 800 number. If someone is alone and despondent it may be just that one phone call that could change their life, and how else are they going to hear about it if K-LOVE isn't available?